

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT BOSTON, INC.

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New from Philip Morris.

# Saratoga 120's.

Enjoy  
smoking longer  
without  
smoking more.

That's the Saratoga idea.

More puffs than 100's. Longer and slimmer than 100's for extra smoking time and pleasure, without smoking more cigarettes.

Priced no more than 100's.

Rich full-flavor cigarettes made from fine tobaccos.



Standard 100's

More than just a new brand. Saratoga 120's are a whole new idea in smoking pleasure. Look for them in the new 120 mm crushproof box.

"Saratoga lasts longer.  
Which means  
my cigarette money  
lasts longer."



Saratoga 120's

17 mg "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

